

MINUTES

St. Lawrence Market Precinct Advisory Committee

Date: Wednesday, February 16, 2022

Time: 4:00 pm - 6:00 pm

Location: Virtual Meeting via WebEx

Attendees: Suzanne Kavanagh, Lawrence Mosselson, Alexandra Skoczylas, Kathryn Wakefield, Liz Seibert, Marina Queirolo, Robert Biancolin, Simon Miles, Allison Bain, Jeremy Roach, Graham Hnatiw

Regrets & absences: Marlene Cook, Daniel Picheca, Doug Fry

Alternates and Guests: Brandon Arkinson, George Milbrandt, Dov Goldstein, Natalie MacLean

City Staff: Graham Leah, Amanda Diep, Felicity Campbell, Samantha Wiles

ITEM	ITEM DESCRIPTION	ACTION ITEMS
Gather	Host (Samantha Wiles) started WebEx meeting. Suzanne Kavanagh chaired the meeting.	
2. Approval of Agenda and Minutes	<ul style="list-style-type: none"> • Agenda approved. • January meeting minutes approved. 	
3. Lord Cultural presentation and discussion - Review of draft goals, objectives and vision statement	<p>Dov Goldstein, Principal Consultant, and Natalie MacLean, Consultant, from Lord Cultural Resources attended the meeting to present the draft of the vision, goals and actions.</p> <ol style="list-style-type: none"> 1. Process and Status Overview <ul style="list-style-type: none"> • After completing research that involved background documentation, environmental scan, stakeholder/thought leader consultations, community engagement and market district principles, currently in Phase 2 of drafting the vision, goals and actions that will lead directly into developing the strategic and precinct plan 2. Goals, Principles and Actions: Review and Discussion <ul style="list-style-type: none"> • Recommendation is to have one singular goal and that is to create a market district <i>"The City of Toronto will work with stakeholders, civic thought leaders, and the broader resident community to define, establish and formalize a market district in Toronto. The District will be anchored by the St. Lawrence Market and will include other municipal assets including the St. Lawrence Hall, the new North Market complex and Market Lane Park"</i> • Informing that goal are a series of six (6) guiding principles: <ol style="list-style-type: none"> A. Ensure the District, and the places and spaces within it are diverse, equitable, inclusive, and accessible to the greatest extent possible. B. Commit to environmental best practices, financial sustainability and protection and stewardship of the District's built heritage. C. Empower the St. Lawrence Market to take a leadership role by leveraging its status as the anchor of the District to create greater value within the market and beyond. D. Create, facilitate, and program spaces and places that foster social cohesion and promote community health, happiness, and wellbeing. 	

- E. Highlight to a greater extent the District's expansive and broader history.
- F. Provide opportunities for local entrepreneurship and innovation and establish priorities for social good.
- Actions include:
 - A. Seek and implement, if warranted, alternative governance and operating models that best supports the vision of the District.
 - B. Initiate strategic partnerships and alliances with organizations, institutions, associations and private sector businesses within the District and beyond to strengthen the District's position and extend its draw.
 - C. Establish a greater Indigenous presence in the District through meaningful and ongoing dialogue and engagement with Toronto's Indigenous communities.
 - D. Align the uses, operations and management of the City's current and planned physical assets within the District with the vision of the District and the core principles.
 - E. Explore incentives such as grants, tax abatements and subsidies for food and food-related start-ups to establish themselves at the District.
 - F. Provide open, inclusive and accessible space for activities and events such as pop ups, performances, food-related events and exhibitions.
 - G. Seek ways to make the District more pedestrian and cyclist friendly.
 - H. Reduce barriers such as permitting, bylaws and other municipal tools to encourage greater activation and participation of the District.
 - I. Create a plan that will communicate the District's history and heritage through objects, artifacts, signage, interactive and multi-media, and other means.
 - J. Develop a branding and marketing plan that will communicate, among other things, the new vision and direction for the District.
 - K. Using the Market as a platform and working with community partners, examine the potential to develop a city-wide food network that would share food resources and help marginalized communities and those living in poverty.
 - L. Develop a business model for the Market that seeks to create a greater diversity of offerings, services and programs and optimize all the spaces within the building and its immediate surroundings.
 - M. Establish an operating model to produce and/or present public and educational programs, events, and activities in the District.

3. Vision

- *"To be a welcoming and vibrant destination that offers unique, culturally diverse and authentic Toronto experiences rooted in history and food heritage."*

	<p><i>To embody diversity, celebrate difference and unite through shared cultural and food experiences."</i></p> <p>Discussion/Feedback</p> <ul style="list-style-type: none"> • A suggestion for the goal statement is to clarify that the City of Toronto is creating a "St. Lawrence Market" district, recognizing that there are other market districts in our city and not declaring that it is the only market district in Toronto • Our objective is to create the ultimate market district in Toronto based on our unique set of factors (history, cultural assets, etc.) or the "leading" market district (leader in food and culture) • Disconnect between the goal and the actions and may need to be more explicit about who the City should be engaging with in the actions as the goal statement does not involve BIPOC • The word "community champion" could be added to the goal statement • A suggestion is to include the terms food and culture more prominently in the guiding principles • Some of the language in the Action D may need to be reworded for more clarity • Adding something about enabling new/good policies to Action E • Action H - pedestrian and cycling friendly is meant for the Market District. Feedback raised about impact on parking. • The word "cultural " could be added to Action I • The word "celebration " could be added to Action J • Accessible programming by design – program that can created for the Market Building – Action M • A suggestion for the vision statement is to make it more aspirational and more grandeur so that it does not fit anywhere else in the city • The vision statement is not specific to the vendors in the market 	
<p>4. JC Williams - Recap of Jan 5th Meeting</p>	<ul style="list-style-type: none"> • Helpful comments to consider around each of the operating models with the consensus that there will be some kind of hybrid approach • Continue to build out perspective opportunities with the input of the comments received • Developing what the direct delivery model will look like and will bring back to SLMPAC for further discussion • The completed strategic plan will help inform what the optimal model should be 	
<p>5. Stakeholder Updates</p>	<ul style="list-style-type: none"> • BIA: <ul style="list-style-type: none"> - No updates • Farmers Market: <ul style="list-style-type: none"> - Not present • Neighbourhood Association: <ul style="list-style-type: none"> - Currently working with the Councillor's office and BIA to find out status of the construction on Wellington - Meeting with the BIA and SLM office to look at how signage can be integrated from the heritage conservation district 	

	<ul style="list-style-type: none"> • St. Lawrence Hall: <ul style="list-style-type: none"> - Alexandra leaving Opera Atelier – will need to work on replacement for SLMPAC Hall Rep. • Sunday Antique Market <ul style="list-style-type: none"> - Potentially will be reopening in the near term • Tenant's Association: <ul style="list-style-type: none"> - No updates • Heritage Toronto: <ul style="list-style-type: none"> - No updates • Councillor's Office: <ul style="list-style-type: none"> - Motion passed about pedestrian crosswalk lights at Front St E & Frederick St and investigation into seeing what other pedestrian safety measures could be done about the intersection and getting a bump on the curve of 158 Front St 	
6. Other Business	<ul style="list-style-type: none"> • Applied to host the 11th International Public Markets Conference with the St. Lawrence Market being the primary venue host and full proposal is due on April 8, 2022 	
7. Adjournment	Next meeting: Wednesday, March 16, 2022 from 4 p.m. to 6 p.m.	